

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) A method for providing electronic coupons, comprising:

determining, at a user device, information identifying a user;

determining, at a processor, a profile of the user based on the information identifying the user, wherein the profile includes a history of web-based content viewed by the user;

selecting, at the processor, at least one electronic coupon based on the history of web-based content viewed by ~~determined profile of~~ the user; and

displaying a redeemable representation of the at least one electronic coupon on the user device.

2. (Original) The method of claim 1, further comprising the steps of:

selecting, at the user device, the at least one electronic coupon; and

presenting, at the user device, the selected at least one electronic coupon.

3. (Original) The method of claim 2, wherein the step of selecting the at least one electronic coupon comprises determining an expiration for the at least one coupon.

4. (Original) The method of claim 3, wherein the step of presenting the selected at least one electronic coupon, comprises the steps of:

presenting the selected at least one electronic coupon, when the expiration has not elapsed for the at least one electronic coupon.

5. (Original) The method of claim 1, further comprising the steps of:  
determining, at the user device, information describing a history of electronic coupons redeemed by the user;

providing the information describing the history of electronic coupons redeemed by the user to the processor; and

modifying the profile of the user.

6. (Currently Amended) A system for providing electronic coupons, comprising:

a user device for determining information identifying a user;

a first memory for storing information as a profile for the user, wherein the profile includes a history of web-based content viewed by the user;

a second memory for storing a plurality of electronic coupons; and

a processor for retrieving the profile of the user and selecting at least one of the plurality of electronic coupons based upon the history of web-based content viewed by profile of the user;

wherein the at least one of the plurality of electronic coupons is capable of being redeemed directly from the user device.

7. (Currently Amended) An apparatus for providing electronic coupons, comprising:

means for determining, at the user device, information identifying a user;

means for determining, at a processor, a profile of the user based on the information identifying the user, wherein the profile includes a history of web-based content viewed by the user;

means for selecting, at the processor, at least one electronic coupon based on the history of web-based content viewed by ~~determined profile of~~ the user; and

means for displaying a redeemable representation of the at least one electronic coupon on the user device.

8. (Previously Presented) The method of claim 1, wherein the redeemable representation is a machine-readable bar code capable of being scanned by a coupon-scanning device from a display of the user device.

9. (Currently Amended) The method of claim 1, wherein the profile of the user further includes at least one of ~~a history of web-based content recently viewed by the user,~~ a history of user requests, a history of recent wireless service usage, ~~[[and]]~~ or a history of coupon redemption by the user.

10. (Currently Amended) The system of claim 6, wherein the profile of the user further includes at least one of ~~a history of web-based content recently viewed~~

~~by the user,~~ a history of user requests, a history of recent wireless service usage, [[and]]  
or a history of coupon redemption by the user.